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PROMOTION OF THE ENVIRONMENT- THE PLANNING AND
DRAFT OF THE E-HANDBOOK FOR THE CENTRAL BALTIC
WATERCHAIN PROJECT

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Promotion of the Environment -The planning and draft of the e-handbook for the Central Baltic WATERCHAIN project.

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Keywords: CBWP, protection of the environment, marketing communication, e-handbook, marketing of services.

The purpose of this thesis was to make a e-handbook for the Central Baltic WATERCHAIN Project (CBWP) and catalog the steps taken. By making the e-handbook, the CBWP can reach its goals and customize the e-handbook to have a better customer experience.

The CBWP is dedicated towards prevention of the loading of hazardous substances & nutrients into the water cycle and removal of the hazardous substances & nutrients from the water cycle. The CBWP is collaborated by nine institutes in Finland, Sweden, Åland, Estonia and Latvia. One of the main goals of the project is to raise awareness of the common people on the status of the Baltic Sea and provide information as well as means to improve the status. The e-handbook will be used as a tool to gain the goal. The e-handbook has been constructed in the form of a website.

The thesis has helped to formulate the content and structure of the e-handbook. The first section of the thesis consists of the theory part. The theory employed in making the thesis is marketing communications and the tools of 7Ps of services marketing mix. The 7Ps of service marketing mix consist of Product, Price, Place, Promotion, Physical Evidence, People and Process. The 7Ps of services marketing tool, helps to define the parameters of the CBWP as well as the e-handbook.

The second part consists of vision, prototyping, data collection and analysis. The target groups have been determined to be primarily the youth and the best place to target the e-handbook would be schools all over Finland, Sweden, Åland, Estonia & Latvia. The other important target groups are farmers, forest owners, municipalities, services, locals and visitors. The starting point of the analysis was a mind map figure of the structure and the contents. After analysis of the data, the website was able to have better structure and format.

The third part of the thesis consists of the development and making of the website. It was important that the website be user-friendly and easy to operate like commercial websites. The layout of the website has been made with all the marketing strategy in mind. The front home page is available along with the menus, sub menus and space for the content. The planning and the draft of the e-handbook of the CBWP, is now complete. All the steps have been to enrich the customer experience and reach the target goals.

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1 INTRODUCTION

Promotion of the Environment – The planning and draft of the e-handbook for the Central Baltic WATERCHAIN Project. The idea of this thesis is to catalogue the different steps taken to make a e-handbook for the Central Baltic WATERCHAIN Project.

The Central Baltic WATERCHAIN Project (CBWP) has been working on research, campaigns and other activities. The e-handbook is a communication and awareness raising tool for the CBWP. The e-handbook will publish information about results and best practises in CBWP.

1.1 Background

While completing the Second year of Bachelor of International Business the author was searching for a good practical training place. It had been quite hard to find relevant work connected to the studies especially as the specialty was service design. The author had been applying to many companies for English speaking jobs but even with the Finnish language skills at level B1 the author did not get any response.

Then the author got a lead for the Practical training in an internship with the Central Baltic WATERCHAIN project. The author was highly interested in this due to a Master's Degree in Botany. It would be a great way to connect the previous studies with the current one.

The author found out the Project's contact information and put in application as soon as possible. The author was called for the interview and at the conclusion of the interview was given the chance of an internship. The author was informed of the possibility of paid part time work and thesis project. The practical training and thesis project in environment issues would help secure better work prospects for the future.

So, the practical training was over and now the thesis work is being conducted by planning and setting up the e-handbook for the CBWP. The author will discuss some details of the work carried out in the CBWP further down.

1.2 Introduction of CBWP

The Central Baltic WATERCHAIN Project was started in October 2015. It is an international project which aims to reduce the load of nutrients and hazardous substances in the Baltic Sea. The countries participating in this project are Finland, Sweden, Estonia, Latvia and Åland. This project is being coordinated by the Satakunta University of Applied Sciences (SAMK)- WANDER, Nordic Water and Materials Institute. In Finland, Turku University of Applied Sciences and Pyhäjärvi Institute are also participating in the project. (Website of WATERCHAIN 2017)

The project has two main approaches for the protection of the Baltic Sea. The main approach is to reduce the load of nutrients and hazardous substances by research and installation of new innovative filtration systems to the pilot watersheds. All the countries in the project have their own focus areas. The Finnish pilot watersheds are in Aurajoki and Eurajoki. The second idea is to raise the awareness of common people on the effects of their actions to the status of the Baltic Sea and various means to save the Baltic Sea. (Website of WATERCHAIN 2017)

A meeting was held with the client supervisors Merja Ahonen and Minna Keinänen-Toivola on 2nd of Nov 2016 to discuss the contents of the thesis. It was told that all the information was quite ready and the draft version needed to be ready by 7th March 2017. The e-handbook will contain information from all the pilot watersheds. Some websites were given for referencing, to go through and get an idea about the websites by other environmental agencies. (Website of The Baltic Sea Challenge 2017), (Website of the Baltic Sea 2020 2017), (Website of the BONUS PROJECTS 2017).

The e-handbook will show the data sheets in different sections, link videos and then show what different shareholders can do to reduce the load of nutrients and

hazardous substances on the ecosystem. The e-handbook will show the results of the CBWP and how they are connected to practical aspects of daily life. The idea of the e-handbook is to take an academic topic and make it into an interactive one for the use of public consumption.

2 PURPOSE OF THE THESIS

2.1 Objectives

The objective of this thesis is to use the data of the CBWP, the theory of the marketing especially marketing communications and the feedback from the 9 institutes in the CBWP to make a user-friendly e-handbook which appeals to the target audiences. The e-handbook will tell in an easy to understand way, how to prevent and reduce the load of nutrients and hazardous substances into the water cycle.

The process for qualitative research can involve quite few steps. The steps are planning, data collection, analysis and interpretation. Planning consists of looking at the research problems from all perspectives, literature review and understanding the importance of the research problem. Data collection involves observation, theme interviews and referencing literature. Analysis shows classification, coding and analysis of the data. Interpretation gives us the conclusions of the qualitative research as well as validates the research problem. (Kananen 2013, 103)

2.2 Conceptual Framework

The conceptual framework is based on the major objectives of the project. The Central Baltic WATERCHAIN Project wants to share information and raise the awareness to its stakeholders *i.e.*, the industries, the locals, the farmers and the youth, the activities and objectives of the CBWP through the e-handbook. The draft and

planning of the e-handbook will be made in collaboration with the principals of marketing communications and the help of the relevant stakeholder views.

The principals of marketing communications can be seen in the communication process figure shown below. Through the e-handbook, the CBWP will distribute information to a target audience. So, for the message to be received properly CBWP will first decide what is the information they want to impart, then they must consider all the barriers, then what will be their wordings or the message itself, and so finally, clearly communicate this to their target audience. The e-handbook will be a fast channel to send the message out to the public.

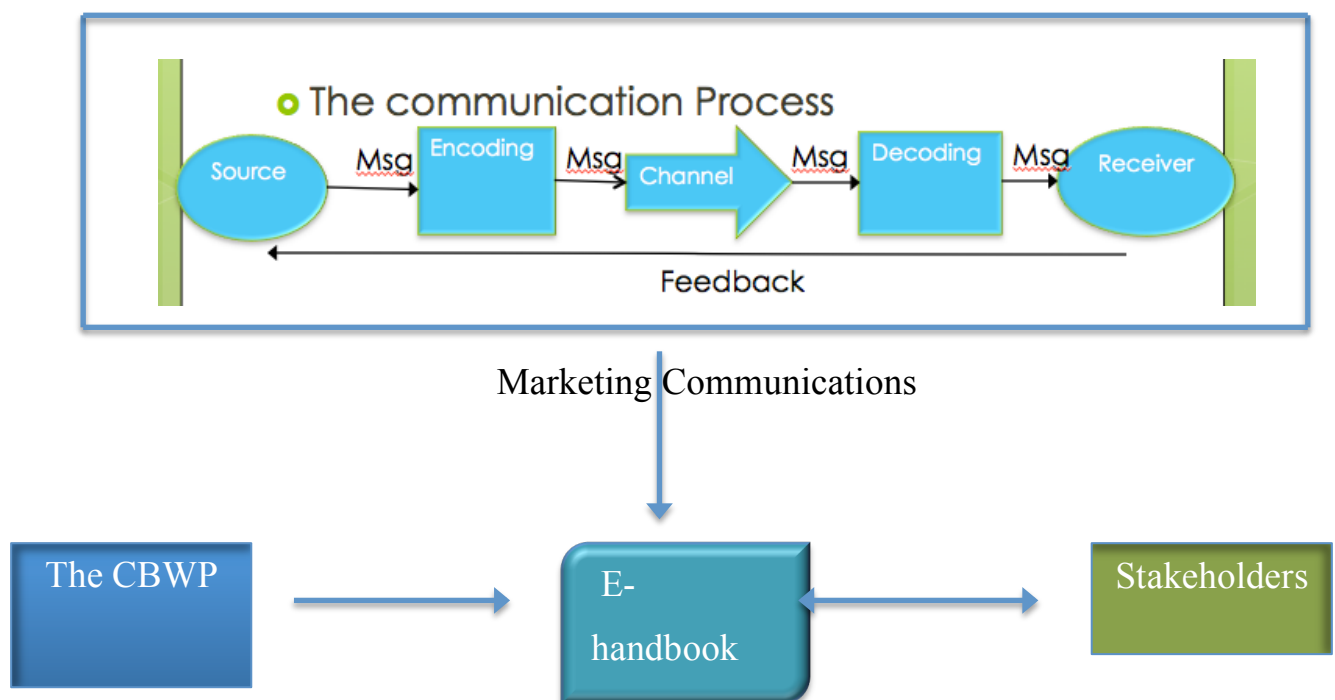


Figure 1. Diagram of conceptual framework by the author.

3 MARKETING COMMUNICATION

3.1 What is marketing communication?

Marketing communications can be generally referred to the means of communicating with the prospective and current customers. Marketing communications is easily interpreted as one of the Ps of Marketing Mix, Promotion and Education. There are many ways to promote and educate. Promotion and education can be done by formal means such as media advertising, salespeople, public relations, Even the use of graphic art, splashes of colour, behaviour of a company's employees, look of a website all confirm or contradict the formal messages put forward by any company. (Wirtz, Chew & Lovelock 2012, 190)

There has been a dramatic rise in the recent years in the opportunities presented by the internet to reach customers. All the free social media platforms provide a golden opportunity to reach millions in few seconds. All the marketing efforts have to be well coordinated to satisfy customer potential. (Wirtz, Chew & Lovelock 2012, 190)

3.2 The Benefits and Challenges of Marketing Communication.

Marketing communication plays a vital role in different stages of product consumption/service process. Marketing communication helps differentiate the product or service. It also promotes the work put in by the employees. Marketing communication induces easy involvement of the customer. It also adds value to the product or service. It will stimulate or dampen the demand as needed by the circumstances. (Wirtz, Chew & Lovelock 2012, 190)

Promotions or market communications have been developed for manufactured products. So, trying to bring the same concepts to services can be quite challenging. The most concerning aspect of services can be its intangibility. Sometimes the services are difficult to grasp due to the abstract nature of the service. The customer is unable to hold or look at the product to judge its value. As services are general it can be quite difficult to make a value proposition to highlight and distinguish it from

the rest. The services provided are so new and complex that it can be tough to understand the benefits beforehand. And sometimes the customer has to trust the company that the service provided is of excellent calibre. (Wirtz, Chew & Lovelock 2012, 190)

Some of these challenges are overcome by the process of providing tangible cues and metaphors. Tangible cues are pictures or examples of benefits received from service consumption. Metaphors are phrases or symbols related to a service which helps the customer feel confident and wise. (Wirtz, Chew & Lovelock 2012, 192-194)

The challenges to marketing communications come from the differences between goods and services. The basic differences are as follows. Customers cannot receive ownership of the services. Services provide intangible performances. The production process requires great involvement of the customers. People may even be part of the end-product. The operational outputs and inputs can show great variability. The customers find it difficult to evaluate the services. Inventories are generally absent. Time is an important factor to be considered. Electronic and physical channels can both be part of the delivery systems. (Lovelock, Vandermerwe & Lewis 1999, 16)

3.3 Ethical issues in communication

The tools of communication are so powerful that they can be easily misused or abused. Communications talk about the benefits and the quality of any given service. Customers are disappointed when their expectations are not met and/or they receive side effects. Unrealistic promises are made due to poor internal communications. As services are intangible that makes it even more difficult for the customer to evaluate a service. Once a company gets a bad name then it is very difficult to change people's perception of that company. Advertising on TV and magazines can be turned away if required but telemarketing can cause serious interference in work. In Europe, people feel offended on receiving telemarketing calls in the middle of work or meal times. (Lovelock, Vandermerwe & Lewis 1999, 372)

3.4 Planning for Marketing Communications Mix

Marketing communications strategy needs to be well planned and designed for excellent results. The marketing communications planning is provided by a checklist of the 5W's model. (Wirtz, Chew & Lovelock 2012, 195-204)

- Who is the company's target audience?
- What does the company need to communicate and achieve?
- How should the company communicate this?
- Where should the company communicate this?
- When does the communication need to take place?

Defining all these parameters will help achieve a perfect marketing strategy as required by the company to reach their goals. (Wirtz, Chew & Lovelock 2012, 195-204)

The target audience can consist of those who have already consumed the services as well as those that will use the service in the future. Lots of lists need to be compiled by means of market research for telemarketing, email campaigns or direct mails. The employees or a company are also a secondary audience for the communications campaigns. The employees get an understanding of what the customers expect from them. (Wirtz, Chew & Lovelock 2012, 195-204)

The communication objectives need to be specified. These objectives answer the questions of what we want to communicate. Objectives could be changing the customer behaviour by using the services provided. Some important objectives might be to create awareness about new services/products, compare the companies offering with a rival one, create a brand image of the company, encourage the customers to try the services and so forth. (Wirtz, Chew & Lovelock 2012, 195-204)

The communications would be carried out by the marketing communications mix. It is always better to use a mix of cost effective communication channels. Different communications channels have different distinct capabilities to the type of message they convey as well as their scope. (Wirtz, Chew & Lovelock 2012, 195-204)

Messages transmitted through marketing channels originate from different sources, some from the service provider/company and some from outside the company. Some traditional marketing tools are advertising, public relations, Sales promotion, trade shows, etc. The messages transmitted by the internet can come from a company's website or through online advertising of banner advertising and Search engine advertising. (Wirtz, Chew & Lovelock 2012, 195-204)

3.5 Social Media and its Implications

Social media platforms give rise to social networks and communities. Some social networks such as Facebook, LinkedIn, Pinterest provide great learning & communications opportunities for marketing communications. Social networks have become very important pop-culture tools to analyse communities. The social communities may not welcome marketer's so they must come up with creative means to become part of the networks.

Every group/organization is now setting up a fan pages to boost their own image. Every country has different social media sites more popular than another and every marketer needs to research this before using social media as the tool for communications. Social media can also be banned in some countries as accordance with the laws of that country. (Wirtz, Chew & Lovelock 2012, 207)

3.6 Blog-type of online word of mouth

Messages originating from outside the organization can be in the form of word of mouth, blogs, media coverage and Twitter. Positive word of mouth is important to any service provider as it is so powerful and long lasting. Many big brands such as Mayo clinic & Starbucks have been solely built on the power of word of mouth. (Wirtz, Chew & Lovelock 2012, 210)

Web logs or blogs have become very common nowadays. Blogs are webpages which are commonly described as diaries, online journals, or news listings. The authors of such blogs are called bloggers and consider themselves to be experts on some field.

The blogs can range from travel related sites to book reviews, baseball and food journals. They provide sometimes very good information about people's experiences or problems and solutions to such. (Wirtz, Chew & Lovelock 2012, 210)

Blogs can provide an important marketing tool as they have developed into a form of social interaction. Consumer experiences, reviews and recommendations are valuable data for any company trying to influence the customers. Nowadays service providers view blogs a form of market research and feedback system. (Wirtz, Chew & Lovelock 2012, 210)

Blog can be a launching pad for any kind of business. Selling advertising space on a blog can help one make money. Collaborations with companies for recommending products and appliances can make money. The next step for bloggers out there is to write an eBook. Generally, they reformat what was written on a blog and turn it into an eBook. Even though most of the information could be out there for free, people are ready to pay for a neatly organised and well formatted eBook. Some examples can be how to build a better blog, compiling cookbooks from cooking blogs. Audio and video guides can be made from audio and video blogs. (Flynn 2010)

The actual printed book can be a next big step for a blog. The blogger will become very famous as an expert blogger before it could be possible to write and publish a actual printed book. The blog can be made into a membership website where members pay for premium content and that information cannot be found on any other blog. Adding more members every month can exponentially increase your revenue. Another way would be to make and sell courses for learning anything basically, guitar lessons, language courses. Making anything and telling about it on the blog can help promote your product such as handmade handicrafts, sweater and toy cars. Something innovative can also work due to a blog. (Flynn 2010)

3.7 How to make a blog?

With WordPress.com it is very easy to create one's own blog. The definition of a blog can be a website that shows the latest content at the start of the page. A many

paged website can also contain a blog. It is easy to customize a website or blog with the help of WordPress.com. First step is to choose a theme either free ones or paid premium ones. A basic blog setup can help build a home page with a display of latest posts. The home page can be static or moving by means of sliders. Blogs can have single page or many pages. As many pages as required, can be added with information on different topics. In a theme with custom menus the order of pages can be changed, sub menus can be created, category pages can display different posts and navigation menu can have custom links. Comments of site visitors are great to understand the impact of the blog but they can be disabled, if things need to be kept simple. The blog can display sidebars, search, contact forms by means of adding widgets. The free blog built by means of WordPress.com will have “wordpress” in the blog URL. To remove that part out of the URL a domain needs to be registered/added of one that is already owned or new one needs to be purchased. For more help, it is easy to check the guide on the WordPress support page. (Website of WordPress.com, 2017)

3.8 How to set up a website?

Setting up a website can be done in three simple steps. First the website platform needs to be chosen, second the domain name and host has to be chosen and last the website needs to be designed and modified as required.

Creating a website from scratch can require a lot of coding but website building platforms or a content management system can give a user-friendly base to build and manage the content of a website. Some of the most well know website building platforms are WordPress, Drupal, Joomla. Almost 50% of the websites on the internet are running on WordPress. This platform is popular as it is free, with lots of layout/themes, it is beginner user friendly, it is great for small or large sites, the website will be responsive meaning work on mobiles and it has a very good support/development team available.

Next a domain name which means the web address (name.com) and hosting that means the service that connects the website to the internet has to be decided. The

WordPress platform is free but the domain name and hosting charges can be around few dollars per month. The domain name and hosting providers gives a personal email account (you@name.com). A creative web address/domain name is very good for business. Similarly having own hosting can help the efficiency of the website. There are many web hosting and domain registrar on the internet and the prices and be easily checked out. Originally the domain names had extension like .com, .org, .net but new ones such as .pizza and .agency have come out in the recent months. Domain names with the business name added it in makes great advertising. Good concept for domain names is for it to be brandable, memorable and catchy.

Last step is about installing WordPress platform on the computer. The setup of the website is the same as for a blog. (Mening 2017)

4 STRATEGY AND MARKETING MIX

The simplest definition of marketing is managing profitable consumer relationships. The two main goals of marketing are attracting potential fresh customers by promises of higher value and delivering satisfaction to old existing customers. Big famous companies such as McDonald's, Walmart, Apple have become world renowned by following these goals of marketing. Marketing is important to large for-profit firms such as Nokia, Google, Toyota as wells as not-for profit organizations such as museums, colleges, hospitals, churches, etc. Marketing is all around us, in malls, on the TV, in magazines. Recently new marketing approaches have taken the form of innovative websites & mobile applications for blogs as well as online social networks. (Kotler & Armstrong 2014, 26-27)

The marketing process takes place in simple five steps. The first four steps focus on creating value for the customers and build customer relationships with the last step capturing value from customers in the form of profits, sales and equity. The steps of the marketing process are to understand the market place and the needs as well as wants of the customer, to design a customer focused marketing strategy, to make an

integrated marketing programme for delivering high value, to build successful relationships with customers and give customer satisfaction, and the last fifth step is to capture value from the customer back. (Kotler & Armstrong 2014, 28)

Marketing management can be seen from many viewpoints. Managing the marketing mix after selection of target markets and positioning is the traditional perspective of the Kotler's marketing management. The marketing mix with four kinds of tools of product, price, place and promotion were suggested by McCarthy. Boden expanded it to 7Ps which are focused on services with addition of process, physical evidence and people. A study of UK and European academics showed that they were dissatisfied with the 4Ps of the marketing mix and put forward the idea of using service marketing mix as it displayed the real marketing environment. The 7Ps of marketing mix reflect the company's idea of marketing tools available to influence the customer. Marketing is the method to identify, create, communicate, deliver and monitor value for the customer. (Kotler, Keller, Brady, Goodman & Hansen 2009, 17)

For the marketing to be successful marketing managers need

- to identify and group together the customers who differ in their need and preferences by market segmentation.
- to enter the market by selecting one or more segment by market targeting.
- to establish and communicate the benefits of the company to each target segment separately by market positioning. (Kotler, et al....2009, 333)

This section will further have information on some of the tools used in the making of this thesis and e-handbook. These tools will help define the parameters of the e-handbook. The marketing mix when applied to Services gives us 7Ps of Services marketing Mix. The traditional marketing mix with 4Ps of Product, Price, Promotion & Place, originally designed for product marketing does not help with customer interface and so 3 more Ps of Process, Physical Environment, People have been added. (Wirtz, Chew & Lovelock 2012, 20)



Figure 2. Diagram of the 7Ps of services marketing by the author.

4.1 Product

Products are organizations methods to fulfil customer requirements or needs. Nowadays many marketing managers use the term product when they are discussing intangible services such as holidays and insurance policies. Pure services are better described using process descriptions than outcome descriptions. Another major difference from goods to a service is that service developments cannot be patented. (Palmer 2005,12)

It is important to consider the features of the core product and its supplementary elements (Flower of Service) with reference to the customer's requirements as well as the surrounding competitive services in the market when the product mix for that service to be determined. The success of any business service totally depends upon the customer's satisfaction with it. (Lovelock, Vandermerwe & Lewis 1999, 21)

The flower of service has 2 components, the core product and the supplementary services. The core service shows us the core set of benefits and solutions given to the customers. The supplementary services facilitate the service delivery or enhance the main service. The supplementary service consists of information, consultation, order

taking, hospitality, safekeeping, exceptions, invoicing, and payment. The diagram below shows all the parts of the flower of service. (Wirtz, Chew & Lovelock, 2012 98)

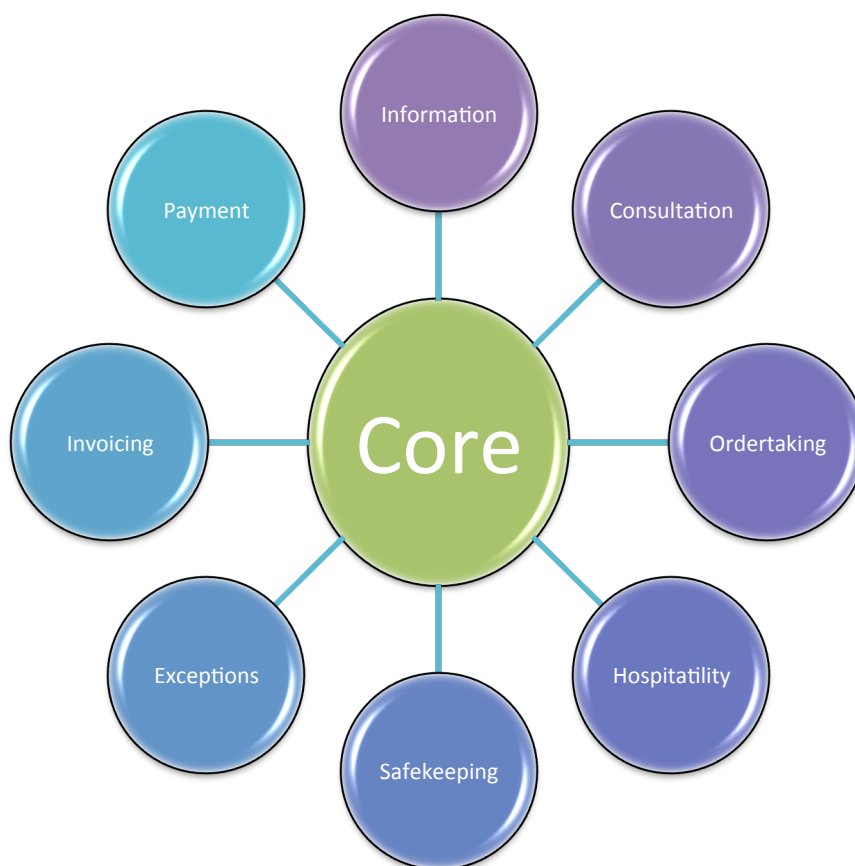


Figure 3. Flower of service by the author.

4.2 Price

Price mix includes decisions about the price to be charged, discounts given, payment terms and if different groups of customers should be price discriminated. As services are intangible, prices can be a very important indicator of the quality of the service. Price discrimination in service markets is brought upon due to personal, non-transferable and intangible nature of services. Many services marketed by the public sector/government organizations that give services at subsidized rates or free, can complicate the setting of prices. (Palmer 2005,12)

Price is also a system to manage the cost experienced by the customers when receiving the benefit of the service product. There are many new things to consider in addi-

tion to the price mix. It is necessary to reduce other costs to the customers such time, physical as well as mental efforts, and unpleasant experiences of sound and odours. (Lovelock, Vandermerwe & Lewis 1999, 22)

4.3 Place

Decisions on time and place as well as channels of delivery are important product elements to consider. Depending on the nature of service provided delivery may use electronic channels, physical or even both. Business may directly deliver services to customers or through other intermediate organizations of retails outlets who get a percentage or fee that is part of the price. Service delivery strategies are based on time, speed and place of the service to be as convenient as possible for the customers. (Lovelock, Vandermerwe & Lewis 1999, 21)

Place decisions also refer to how easily the customers access the services. Place decisions can be about physical location decisions such as placing a bank, which middle men to use to make a service available to the customer such as direct sell or use of agents or non-location decisions such as the use of internet based delivery systems or website. (Palmer 2005,12)

4.4 Promotion and education

Effective communications are a must for the success of the marketing strategy. It can consist of three important parts such as giving information and advice, convincing the customers about the merit of a service and then encouraging customers to take action at certain times. In services communication is generally educating customers especially new ones. Businesses need to teach the benefit to the customers where, when and how to obtain it as well as show steps to participate in the service. These instructions can be delivered by people such as salespersons or through communications media of radios, televisions, newspapers, pamphlets, newsletters and websites. Promotion can also be in the form of debates, challenges or incentives to make customers take notice and act. (Lovelock, Vandermerwe & Lewis 1999, 22)

The promotion mix has to have different ways of communicating the service benefits to the customers. The promotion must work in such a way to make any service more tangible to the customer. In the case of services the personnel producing the service become an important part of the promotion. (Palmer 2005,12)

4.5 People

Services mainly depend on the personal interaction between the business personnel and the customers. The people in the service are the service provider plus the staff as well as the customers or service consumers. The customer perception of the services is always influenced by the nature of this interaction. The assessment of the business personnel is most often how the customer judges the service quality. Business must take effort in recruitment, training and updating their personnel especially the front-line staff. (Lovelock, Vandermerwe & Lewis 1999, 21-22)

Planning the people is important as service consumption sometimes takes place in public. The pattern of the interaction between customers and the personnel must be developed and put in place. The ambience or vibe of any service delivery place totally depends on the customers visiting that spot. (Palmer 2005,13)

4.6 Process

Well-designed and implemented processes are needed for making and delivering service elements to customers. A process is defined as how the service is delivered to the customer. A process talks about the steps of actions required to any service operating systems. Customers are annoyed by badly designed process that result in bureaucratic, slow and ineffective delivery of service. At the same time frontline staff are frustrated by their inability to promptly deliver services due to deficient processes. (Lovelock, Vandermerwe & Lewis 1999, 21)

The processes are very important in a high contact services where the customer is a co-producer of the service. Customers at a restaurant are affected by the appearance, efficiency of the staff working in it and the waiting time for the food to be delivered.

Issues can arise when the production functions do not have clear boundaries between the producer and the consumer. (Palmer 2005,14)

4.7 Physical evidence

The impression of buildings, company vehicles, furnishings, logos, printouts, flyers can also provide the tangible evidence of the quality of a service. As it has great effect on the customers so all these cues must be managed carefully. Meaningful symbols are employed in many services such as advertising and insurance. (Lovelock, Vandermerwe & Lewis 1999, 21)

Physical evidence can also mean the tangible evidence of the quality of the service. Well-dressed and tidy staff can give the assurance to customers that the company is run efficiently. Certain colours such as yellow and red can transmit happy signal of speedy services when required. (Palmer 2005,13-14)



Figure 4. The marketing mix for a blog. (Kumar 2014)

5 SEGMENTATION, TARGETING, POSITIONING STRATEGY OF CBWP AND E-HANDBOOK

The target segments of the CBWP are locals, farmers, industry and youth. The previous campaigns organised by the CBWP have been focused on students and teenagers. CBWP used a differentiated marketing strategy. New campaigns will be created to reach market segments in different ways.

The goal of CBWP is to raise awareness and share information on means to improve the state of the Baltic Sea. There have been many ideas to gain the goals, such as the Baltic Sea Savers Campaign, Rock the Baltic Sea, the e-handbook. Some of the ideas have been carried out and some of them are under preparation. The Baltic Sea Savers contest was launched in Autumn 2016 towards a target group of school and college children. The art contest was open to all age groups, contestants were asked to submit a slogan and picture to save the Baltic Sea on social media. (Saarinen 2016) The campaign launched this year is called Rock the Baltic Sea. It challenges the rock groups, festival organisers and visitors to actively participate in improving the conditions of the Baltic Sea. It asks to get to know about the Baltic Sea and act together to save it. (Rock the Baltic Sea 2017). The idea for the campaigns is to position the environment in the minds of the youth in such a way as to be cool as to attract attention and publicity.

The segmentation for the e-handbook has been discussed in detail and has been decided. Farmers, municipalities, forest owners, visitors, youth, locals and services such as spas, hair salons, etc. are the important target groups. The youth could be the primary targets and the best place to take the e-handbook in use would be at schools. The whole website should be more youth friendly and the drawings of the target groups do give the home page a little younger look. Again, the idea has been to promote and bring into awareness the current problems in our water cycle. The idea of the e-handbook is to position it in a viewer friendly interface such as coke, apple webpages, etc. The e-handbook is the place where all these information is going to be published and the draft version will be made ready at the completion of the thesis and the final version will be made at a later date.

6 APPLYING MARKETING MIX TO CBWP AND E-HANDBOOK

6.1 Product

The core product of the Central Baltic WATERCHAIN Project is Saving the Environment. The supplementary services are information services of magazines, website, e-handbooks, safekeeping by monitoring and filtering the watersheds. The rest of the supplementary services in a service flower are not applicable as the funding is provided by the European Union. The core product is so vast that it can be used to setup many more companies and NGO's.

The core product in the case of the e-handbook is an information service. It will be in the form of the website. The e-handbook/website will contain blogs, videos, information tables and maps. This core product will fulfil the needs of the present and future customers. The e-handbook will be unique, not contain overlapping information and not have the same information found in thousands of other environmental sites. The supplementary service is the ease of using the website. The whole structure and framework is being setup to have a customer friendly interface.

Nowadays, websites are an important component of any business. Every event and service has a website that gives details about itself. Anyone who is interested can go and learn more about that company or service provider.



Figure 5. Diagram of the marketing mix applied to CBWP by the author.

6.2 Price

The CBWP is financed by the European Union (EU) & INTERREG Central Baltic. So, all the campaigns are run on a strict budget. Generous prizes cannot be provided for the campaigns. Most well-known, can be the publicity given to the winners of the campaigns. They can be acknowledged and movie tickets or concerts tickets provided to them. Students were given credits for the practical training. If the environment is not saved today the future generations might have to pay a bigger price.

The e-handbook is free to the customers with the aim to raise awareness of common people on the problems of the Baltic Sea. The e-handbook is put forward by the CBWP which is directly funded by the EU and INTERREG Central Baltic.

But the customer does pay a price indirectly such that government funds are always tax payers money. The effects on the environment directly and indirectly affect all people. Another price paid is in the form of time. Getting youth to spend time on a website means it will be interactive and interesting. All the other target groups of Farmers and industry also need the website to be easy to use.

6.3 Place

The Central Baltic WATERCHAIN Project is an international project spreading awareness to all urban and rural areas of the project countries. Time factor is important in service delivery to accommodate customer-centered service. Convenience of place and time will be important. Understanding customer needs before and after the core service will be taken into account.

Core service will be provided online. A lot of information is now available on websites. The new social media will be the place where everyone can be actively implementing the core service. The idea to develop blogs for people to read and comment is also very important.

The place of the e-handbook, where you get the service is the internet through the medium of your computer, laptop, tablet or phone. Any place you can access a website is the place where the service is delivered.

The theme chosen for the website is such that it can be easily supported on any system without problems in the viewing experience. As we want to focus on youth the mobile is the most important place to access the service and the website works well on mobiles.

6.4 Promotion and education

For promotion of the CBWP, budget is used on fliers, social media, newspapers, articles and press releases. The prizes are provided from totally different budgets. The main campaigns are Baltic Sea Savers and Rock the Baltic Sea. A contest was

launched in 2016 towards a target group of school and college children called The Baltic Sea Savers. The contestants were asked to give a slogan and picture to save the Baltic Sea on social media such as Facebook, Twitter and Instagram. The art contest was open to all age groups. It was launched in all five Central Baltic countries of Finland, Sweden, Estonia, Latvia and Ålands and the response was very good. (Saarinen 2016) In 2017, another campaign has been launched called Rock the Baltic Sea. It asks the rock groups, organizers of the festivals and concert visitors to participate in improving the conditions of the Baltic Sea. Right now the Rock the Baltic Sea campaign is being promoted vigorously in all five countries. (Rock the Baltic Sea 2017). The e-handbook is one means of promotion.

For the promotion of the e-handbook, the website will be promoted in the future when it is fully ready to be launched by means of campaigns, press releases and so forth. Website address are commonly being printed on t-shirts or bags or any kind of promotional material given away for free promotions.

The website is a promotion tool for the CBWP to raise awareness of common people on the status of the Baltic Sea as well share the means to improve it. There will be a new campaign to launch the website at its time of completion.

6.5 People

The CBWP is funded by European Union and the countries involved are Finland, Sweden, Åland, Estonia and Latvia. So, the project activities are focused on people from these countries. The other people to consider would be the staff from the 9 institutes involved in the project and they are Satakunta University of Applied Sciences_(Finland), Pyhäjärvi-instituutti_(Finland), Turku University of Applied Sciences_(Finland), Kungliga Tekniska Högskolan_(Sweden), Tallinn University of Technology_(Estonia), Estonian Environmental Research Centre_(Estonia), Riga Technical University_(Latvia), Institute for Environmental Solutions_(Latvia), Ålands Vatten_(Ålands).

In “People” of the e-handbook, people are a very important part of the service delivery process. Since the actual person working on the systems cannot be seen it would be great to have photos of the experts involved in the process. The “Logos” of the institutes involved in the research work of the CBWP have been inserted.

The customer is a very important co-producer in the case of this website. A few years back, it was only the job of governmental or environmental agencies such as Greenpeace to fight for the environment. But today the customer needs to proactively learn how they can prevent and remove the hazardous substances & nutrients through their own efforts instead of waiting for someone else to do that for them.

6.6 Process

The process is quite set that the CBWP is for a period of 3 years and every year is divided into 2 halves, so a total of 6 periods. The staff makes reports of all the events of each period in a set format and then they receive approval and finance.

In the process of the e-handbook, it is important that the information is setup in an efficient manner. Having dead ends and time consuming links will frustrate the customer. The interface will be engaging and effective. Easy to understand information will be given in a fun manner. The process of getting the information should be in as few clicks as possible. It is good to look at the latest updates for web making as the website developers keep coming up with more and more easy to use features.

6.7 Physical evidence

The CBWP has a physical evidence in the form of its website, newsletters, reports, project documents, logos, brochures, event materials, photos, and videos. (Website of WATERCHAIN 2017)

For the e-handbook, since providing physical authentication is difficult we need to put up accreditation, stamps or seals from reliant sources to convince the customer

about the validity of the information provided on the website so that they believe in it. So, for that reason the logos of the EU, INTERREG Central Baltic and WATERCHAIN on the top left corner of the website. The logos and flags of EU and INTERREG Central Baltic are also needed to be displayed as that is required by the financers of the CBWP.

The people who are working for this project and whose information will be provided have been chosen with care. All the information will be posted by experts in the field of study. The experts will provide photos and videos about DIY tips and information.

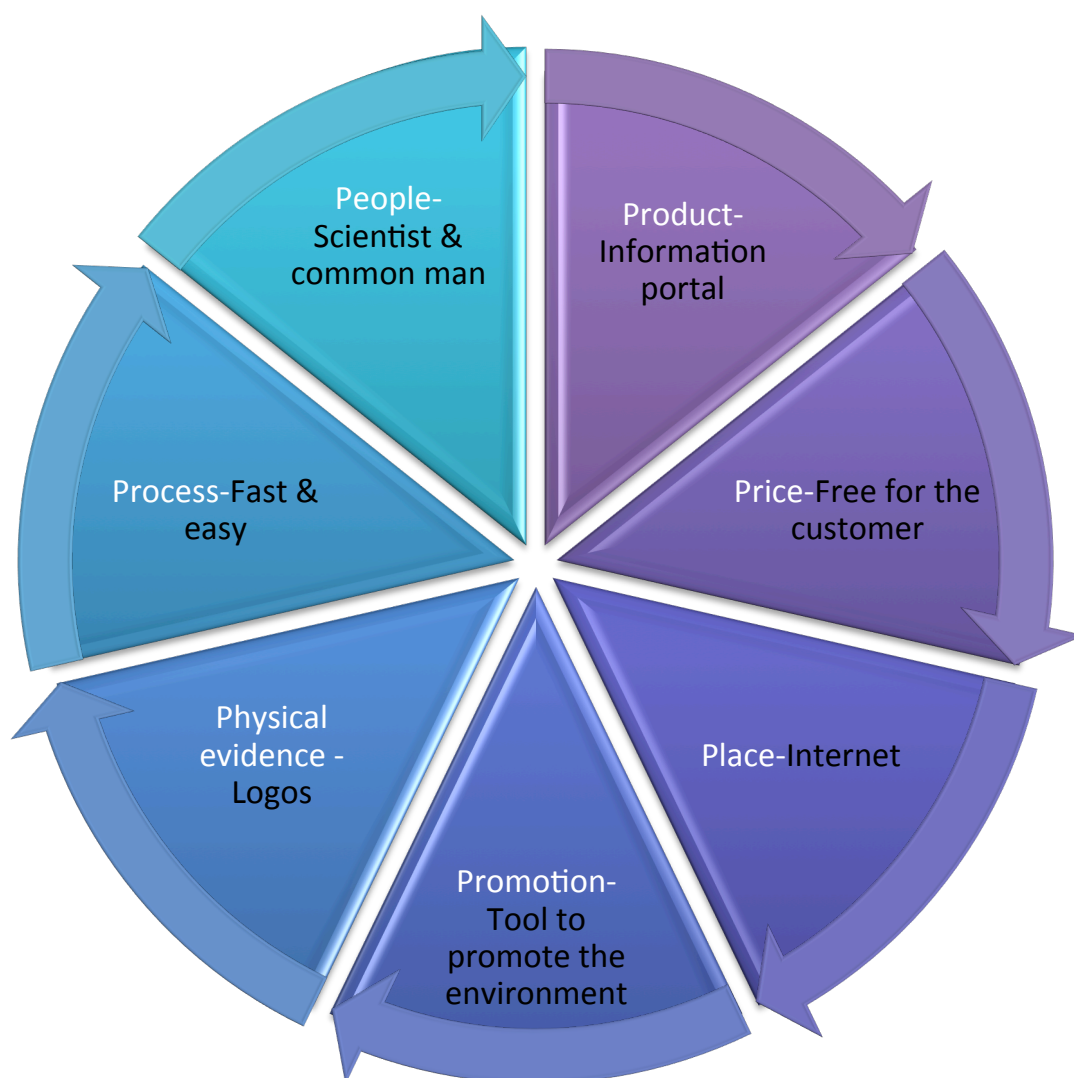


Figure 6. Diagram of the marketing mix applied to the e-handbook by the author.

7 MAKING THE E-HANDBOOK

7.1 Vision

The plan for the e-handbook was initially not clearly set. The objectives were clear but the channel for communications was open for discussion. The e-handbook could be a blog, an electronic book or even a website.

Planning the e-handbook has been taken in many steps. First, we had to think of the segmentation, targeting and positioning. Then went on to apply the marketing mix to CBWP and used the 7Ps of service marketing on the e-handbook. We want to discuss how we used the mind map tool to chart out the look of the pages on the e-handbook.

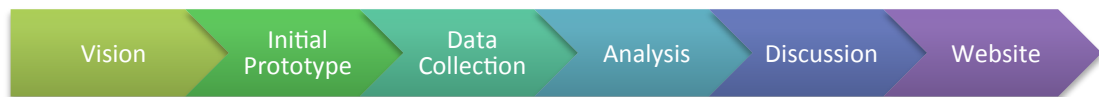


Figure 7. The development process of the e-handbook by the author.

7.2 Prototype

Due to previous experience of making a blog last year, it was decided to first make a blog for the WATERCHAIN e-handbook. The blog was very simple and just had a first page with subpage heading.

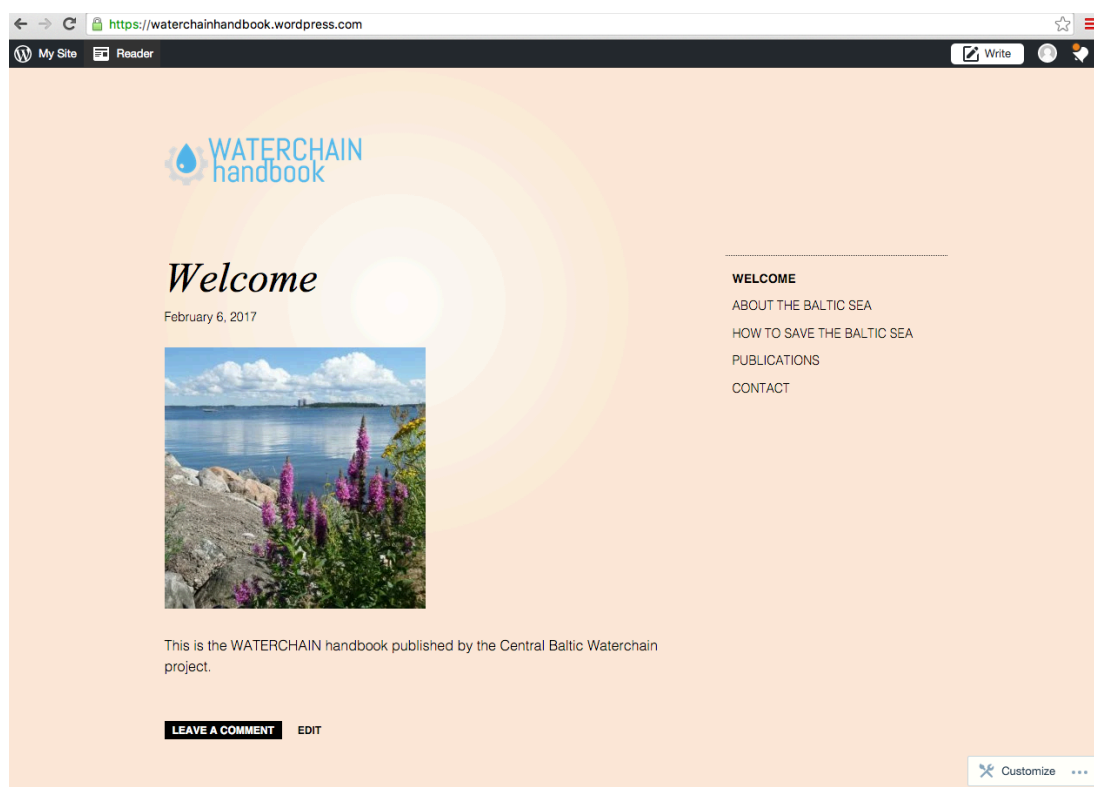


Figure 8. Screenshot of the WordPress page.

This basic blog was ready on the 6th of February 2017. It was shown to the two main supervisors Merja Ahonen and Minna Keinänen-Toivola and a co-worker Riitta Dersten. With the help of Dersten and the SAMK Helpdesk the program for WordPress website was given and worked upon. The hosting is carried out by SAMK helpdesk and the domain name chosen by the author. Dersten is co administrator for the Website. Then the WATERCHAIN e-handbook website was made with some basic pictures and no subheading on the 26th of February 2017. The supervisors commented upon the website, changes were made and then sent to the partners to consider before the workshop. It was then shown in the workshop on 6th of March 2016 and brainstormed upon.

7.3 Data Collection

Originally the plan was to interview all the personnel working for all the different institutes in the CBWP, to decide how the e-handbook should look. But due to work

constraints the partners decided to hold a workshop during a conference and it was possible to take part in the workshop. So the data collection method was observation.

A conference was held Ålands with the 9 institutes of CBWP meeting to discuss the main details of the CBWP. The conference was from Monday 6.3.2017 to Wednesday 8.3.2017.

On Monday, during the conference CBWP had a workshop for WATERCHAIN e-handbook. The e-handbook's web-page draft was introduced to the partners. Partners were encouraged to give feedback, suggestions, add parts and remove unneeded parts. They were given coloured post-its and asked to arrange them on the mind map to give ideas on how to rearrange the whole thing. Ideas on the most suitable ways to present the content to target audience were generated.

The points under discussion were,

- what are the main target groups,
- what is the main reason for these target groups,
- how to connect this web site to those already existing,
- what does the CBWP want to achieve with this online e-handbook,
- the sources of nutrients and hazardous substances,
- guidance for farmers, not just simple text, but also e.g. videos, practical actions.

Professionals i.e. project partners would finalise the texts of the e-handbook. The information would contain, how to use the CBWP described methods, how the farmers could use filters. The best practices as well as legal issues were considered. The core of e-handbook was CBWP's best practices such as drawings, campaign links, videos, logos and characters.

The level of information needed to be transmitted, was not the same for every target group. The difference between common people and industry/companies' workers, factories owners had to be discussed. Another issue discussed was, how to build up the e-handbook in different languages. It was agreed that everyone's own language

would be used for most target groups. The amount of text given would be limited if all the languages would be used. The translation cost would be paid by the project.

The most common target groups under consideration were industry, youth, farmers, services & municipalities. What happens to the e-handbook after project ends was a topic discussed by few of the members. The three main headings i.e. Info on the Baltic Sea, What can I do to save the Baltic Sea & WATERCHAIN best practices were accepted by all the members.

Below in the Appendix are some of the photos of the mind map after the partners had given their feedback.

7.4 Analysis

The tools used for analysis have been the 7Ps of services marketing, the flower of service and the mind map. The analysis has been provided above and it helped with clarifying the different aspects of the CBWP as well as the final results of the e-handbook.

7.5 Discussion

Discussion have been done at every step of the process. The vision was discussed. The blog was discussed as well as the prototype. The workshop brainstorming has helped with the renewal of the mind map. The discussions arising from the mind map with the client supervisors have resulted in the final product of the website.

7.6 The development of e-handbook/website

The development of the e-handbook has been a long and ongoing process. When the main points of the e-handbook were explained, the author was given a mind map and told that it would form a framework for the e-handbook. The author made the thesis project plan with that in mind but it has been further worked upon.

The author then read a few websites and watched a lot of YouTube videos to see how to set up a blog and website. (Tyler Moore 2015, 2012A, 2017, 2012B, 2013) Initially the author took a free WordPress page & made the front page and some other pages. Then after discussing the webpages with the client supervisors, the SAMK helpdesk in collaboration with the supervisors gave the author the WordPress base and admin rights to make the e-handbook in the form of the webpage. The author then made the front page and few other pages. These pages were discussed in the workshop held on 6th of March 2017 and brainstormed upon. The mind map was further developed to give a better structure to the webpages.

7.7 Development of the Mind Map

Mind mapping is a very versatile tool that helps boost your memory as well as improve creativity. Mind maps facilitate the learning process as they are interesting, engaging, help organizing, concentration & understanding. Mind maps can be used as a teaching aid, during brainstorming, during presentations. Making a interesting mind map is a very simple process. Decide on the central idea, add branches to the mind map, jot down key words, colour code a specific section, and then finally even add images if required. There are many free websites on the internet that help make fast and easy mind maps. (Website of iMindMap 2017) Mind map has been the tool used to organise the pages of the e-handbook.

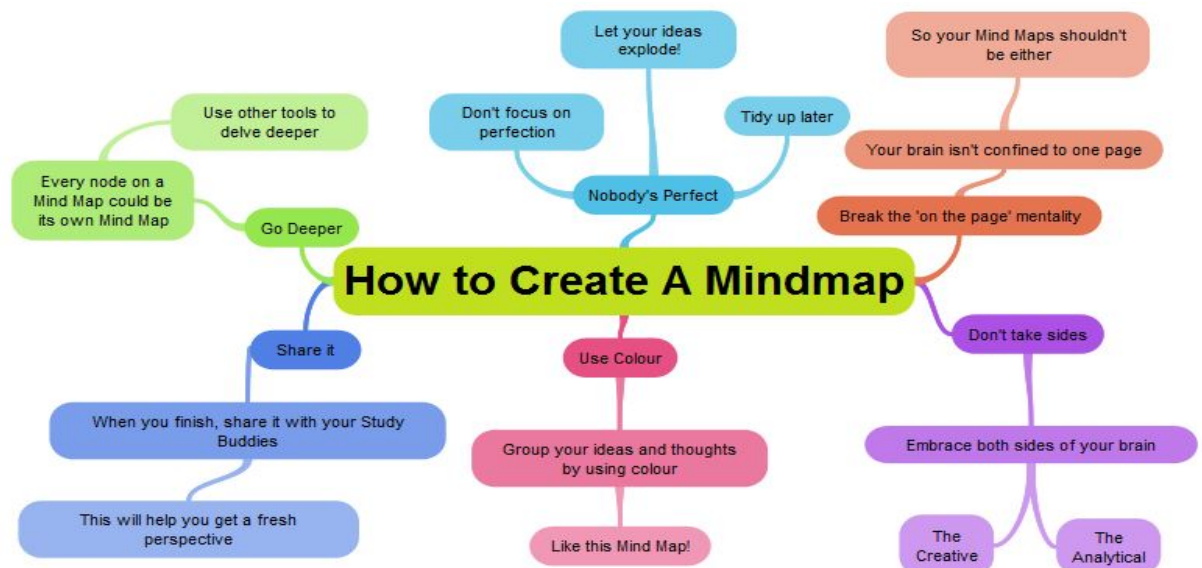


Figure 9. Simple mind map (Chi 2016).

The concept of the e-handbook was initially given to the author as a mind map. It was the initial concept of the client supervisors. Then this mind map was further changed after the workshop and it helped get the sub headings in the website.

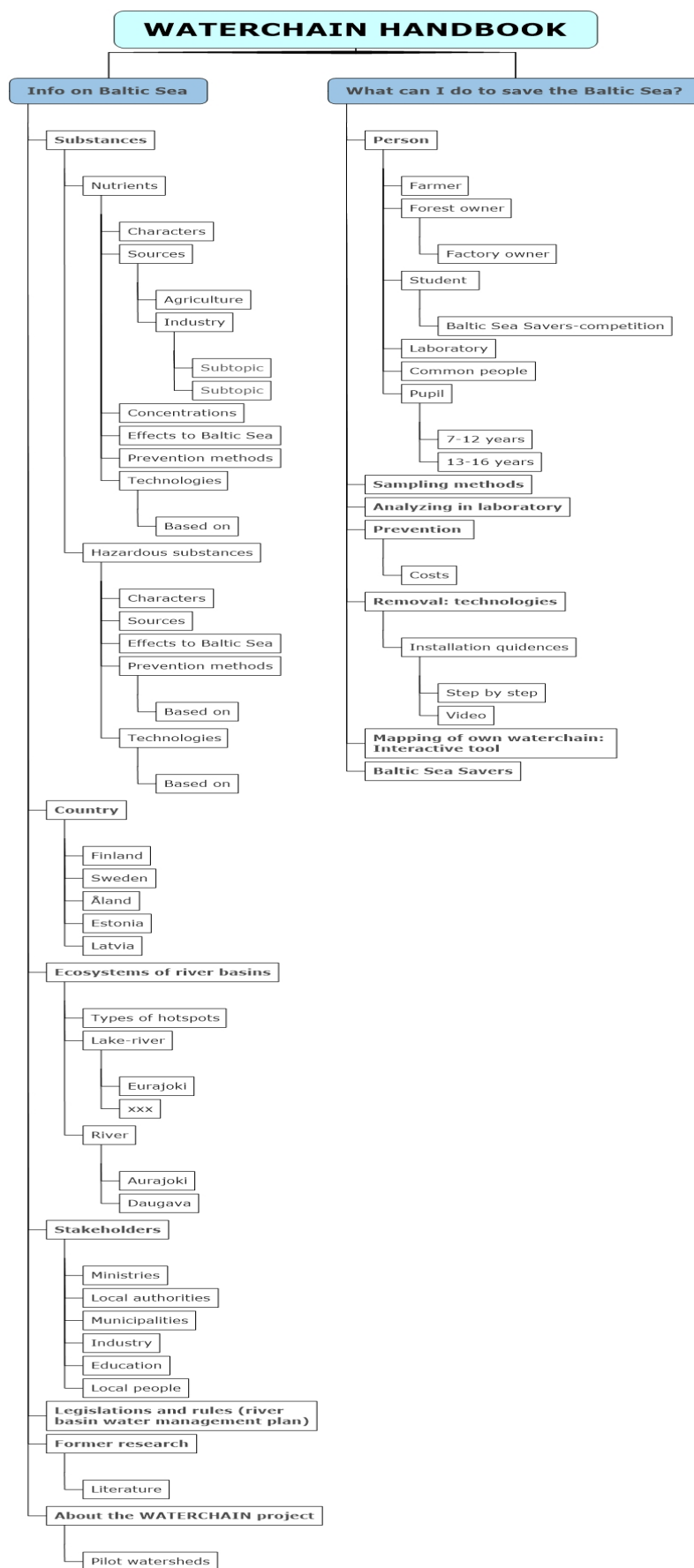


Figure 10. The initial mind map.

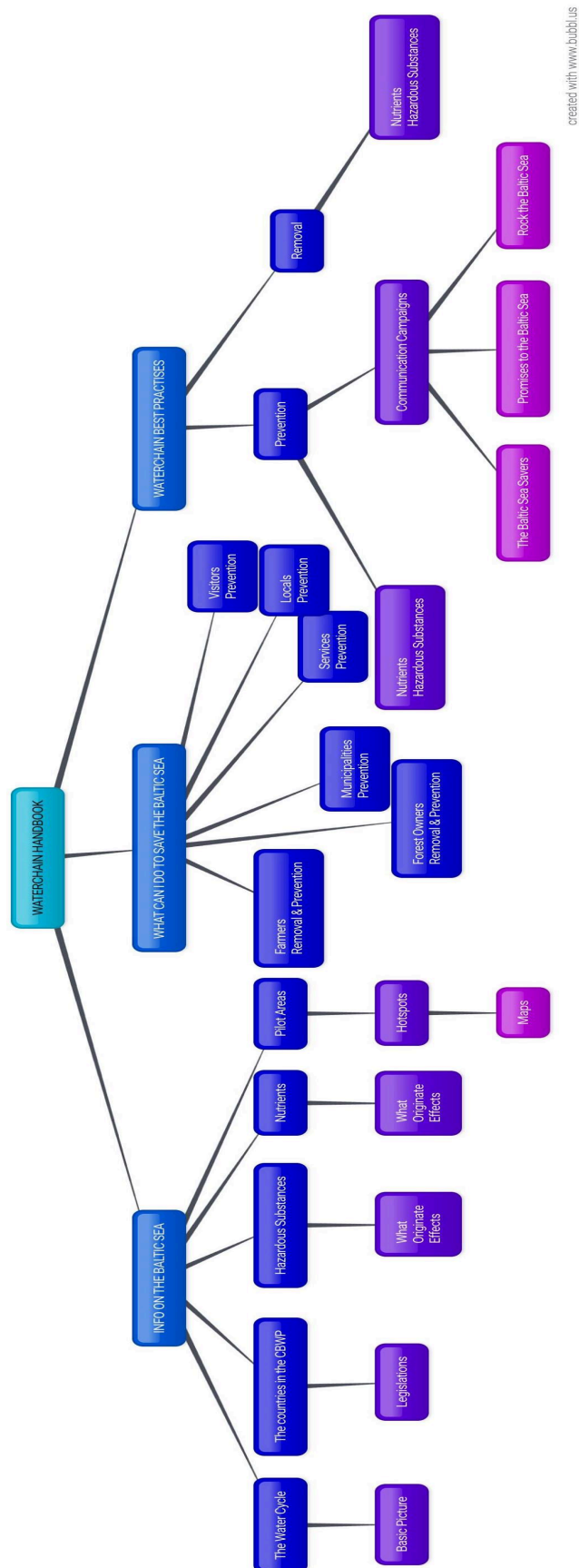
created with www.bubbl.us

Figure 11. The mind map by the author after the workshop.

After the brainstorming session, the author understood the sections of what the CBWP wanted to put in the e-handbook. The author then made a mind map to clarify the website's main and sub headings.

7.8 The website

The whole website can be made very easily nowadays as the whole structure is available on themes. The author tried 3 themes before deciding the final one. The themes tried were Sydney, Twenty Seventeen and Tesseract. After trying all 3 in turns the author finally decided to go with Tesseract as the videos seen were meant for all 3, but the video creator is also the creator of the Tesseract Theme. He has been developing the themes to be easily accessible and usable. After that the author had to download a few plugins or widgets to help set up some small parts of the website. The widgets can help setup forums, buttons, customer response forms, maps and so forth. The plugin recommended with the theme was Beaver Builder Plugin (Lite Version). Even the lite version has been enough to make a good website.

Some elements were can confusing so the author checked out how to make and install buttons with the help of some websites. Buttons can be customised for anything such as likes, links, posts and so forth. WordPress also has many pages to help use their tools. (Website of WordPress 2017)

8 THE MAIN SECTIONS OF THE E-HANDBOOK

The e-handbook/website consists of many sections that are explained below.

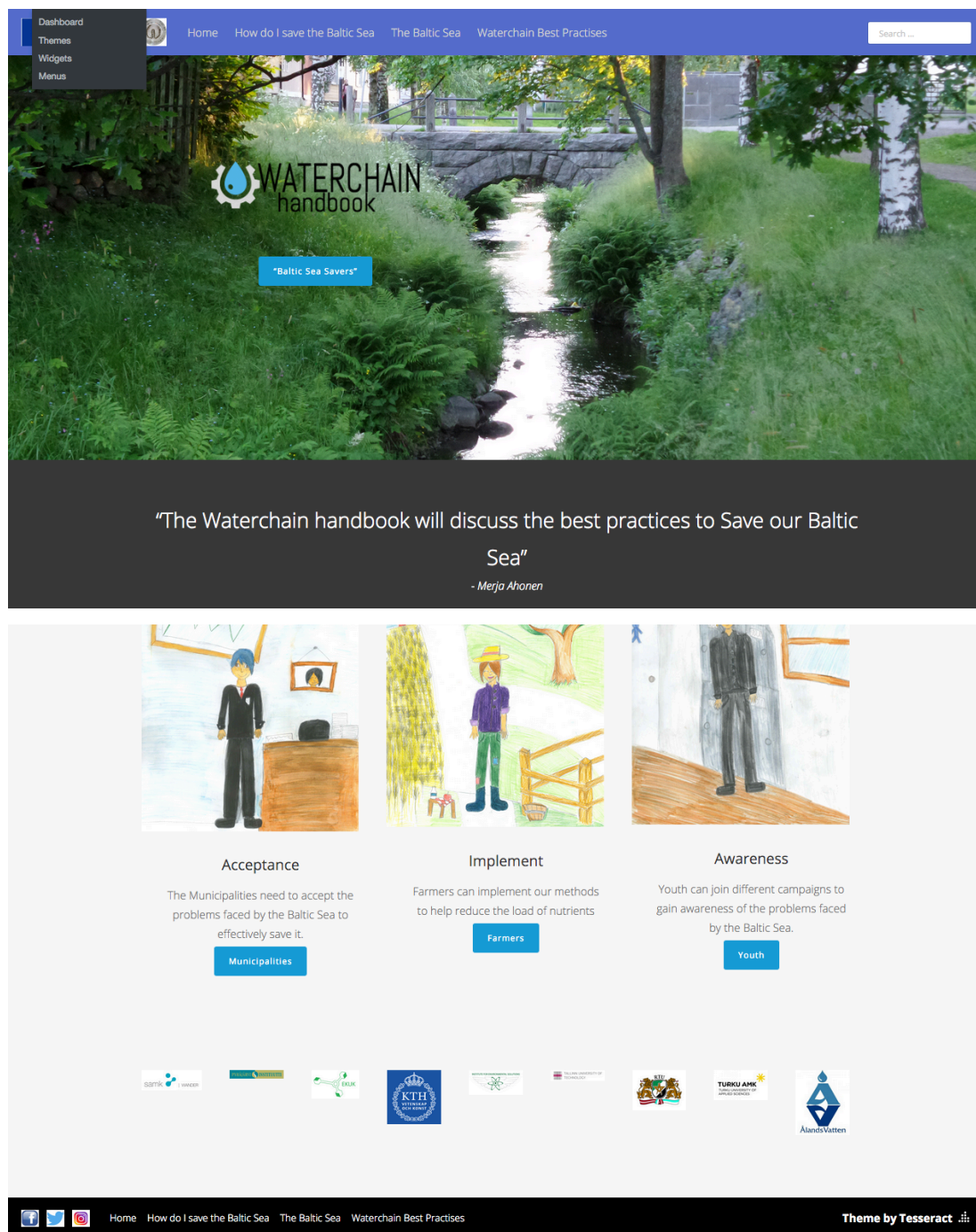


Figure 12. Screenshot of the homepage of the website.

8.1 Header

The front/ home page has the logo of the financiers EU, INTERREG Central Baltic and WATERCHAIN on the left top corner of the Header. The Header then has the Menu. The menu shows the heading of “How can I save the Baltic Sea”, “The Baltic Sea” and “The Best Practises of the WATERCHAIN Project”. The top right corner has a small search bar. The colours of the header have been kept blue to signify the colour of the sea.



Figure 13. Important logos of the CBWP.

8.2 Main Section

The main section has been divided into several parts.

First there is the photo of the stream as there is need to emphasis all the water bodies and not just the Baltic Sea. The “Water cycle” is connected to the Baltic sea, the rivers and the land on many levels.

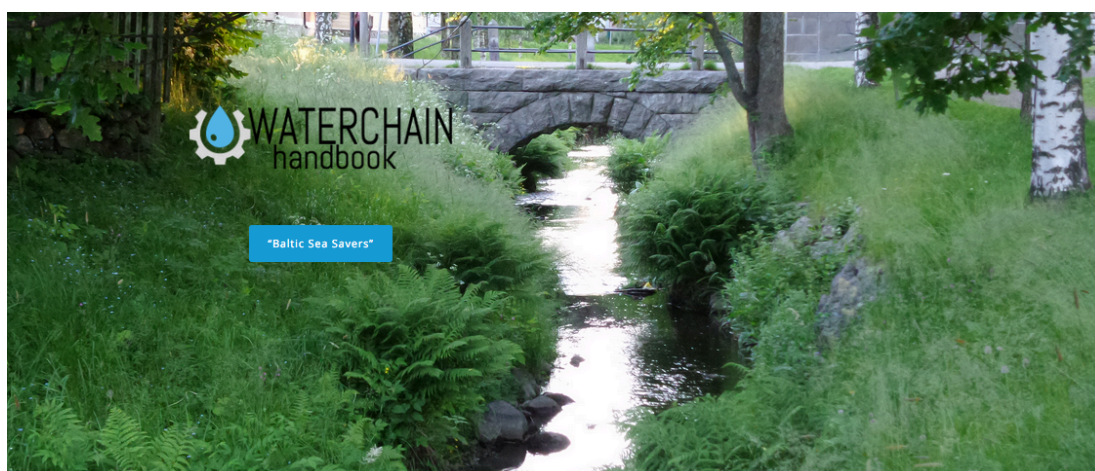


Figure 14. Picture of the main section of the home page.

The second section is a quote from the client supervisor about the importance of the best practises of the CBWP.

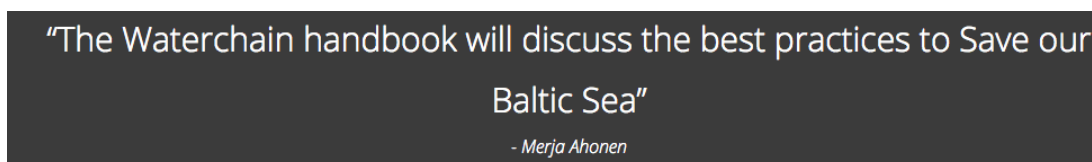


Figure 15. Quote on the home page.

Next there are some pictures to emphasize the target groups. The municipalities, the farmers and the youth are main target groups and the link from their button would take the user to their page directly. The pictures have been drawn by Ananya Mariaraj and with a promise to make some more in the future as needed.

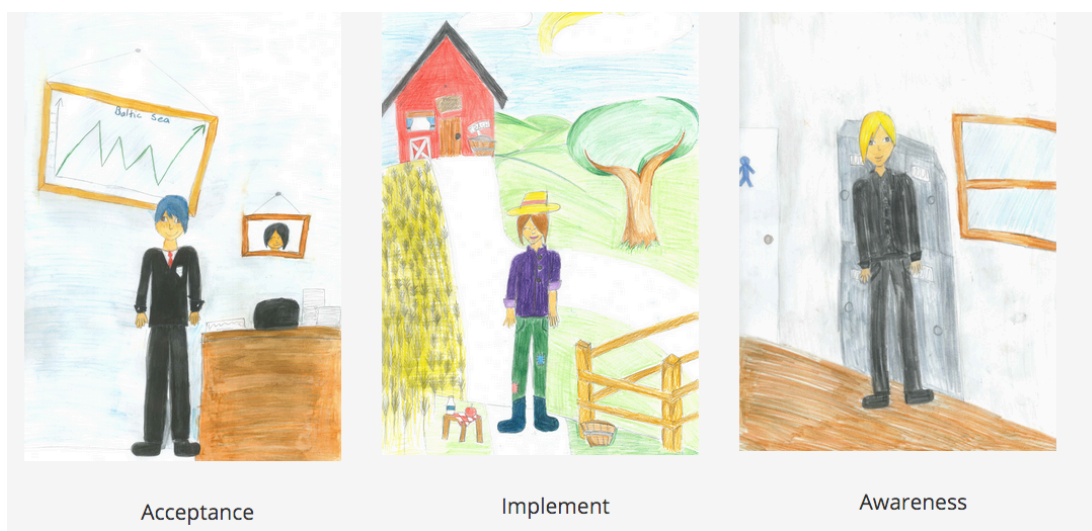


Figure 16. The drawings of the target groups.

The last part has the logos of all the institutes of the CBWP. The partner institutes of the CBWP are Satakunta University of Applied Sciences_(Finland), Pyhäjärvi-instituutti_(Finland), Turku University of Applied Sciences_(Finland), Kungliga Tekniska Högskolan_(Sweden), Tallinn University of Technology_(Estonia), Estonian Environmental Research Centre_(Estonia), Riga Technical University_(Latvia), Institute for Environmental Solutions_(Latvia), Ålands Vatten_(Ålands).



Figure 17. The logos of the institutes in the CBWP.

8.3 Footer

The footer has social icons in the left corner. The Facebook, Twitter and the Instagram icons connect to the Facebook, Twitter and Instagram pages of the CBWP respectively. Then the same top menu is given again for easy navigation. The theme is Tesseract so name has been provided at the right-hand corner.

8.4 Sub-menus

The main menu has been set up along with sub menus. How do I save the Baltic Sea has the sub heading of Farmers, Forest owners, Municipalities, Youth, locals and visitors. The Baltic Sea has the sub headings of The Water cycle, The countries of the CBWP, Hazardous substances, Nutrients, Hot spots. The WATERCHAIN Best Practises has got sub headings of Prevention and Removal.

On the page The Baltic Sea there are a couple of links to other web-pages as there is no need to repeat the same information again and again. (Website of HELCOM 2017) and (Website of Balt Act Haz 2017).

9 BOUNDARIES & POTENTIAL RISKS

Something to keep in mind is that all the information input into the website will be original and authentic. It would be illegal to take anything from any sources without giving credit for it.

The idea is to have a website that have something special compared to other websites with related content. The idea is to have popup windows and information without too many clicks. It needs a lot of thinking and figuring out. But it is very easily possible nowadays as there are so many videos and tutorials online.

10 THE LINK TO THE E-HANDBOOK

The link to the website is <http://waterchainhandbook.samk.fi/>.

Right now, engine optimisation SEO has not been done as that would help the website to be located easily on any search engine. It could be done at the time of launch or when the e-handbook is totally complete.(Website of WATERCHAINhandbook 2017)

11 SUMMARY AND CONCLUSIONS

The marketing principles can be applied equally for profit and non profit organizations. The CBWP being a not profit organization gains great insight into the customer needs through the theory of marketing. The 7Ps of marketing detail all the parameters needed to be considered from a marketing perspective. The promotion of the environment is clearly the objective of the thesis and it has been achieved through the means of the e-handbook.

All the ways for marketing communication in this current environment have been considered. The internet as a means of marketing communications is so new, fresh and inexpensive that it seems to be the way of the future. Social media platforms provide a good base for the promotion and education of the customers. More work needs to be done to educate the common man on the problems of the Baltic Sea and marketing communications provides guides and tools for it. There are many ways to improve the customer experience but the best would be to consider the needs of the customer and engage with them at the same level.

The idea of this thesis is to make a e-handbook for the Central Baltic WATERCHAIN Project. In the thesis, the e-handbook is the communication tool for the CBWP. The thesis with the help of marketing communications provides the information about who is the target audience, the project's communication goal, the method of communication, time and place of communications. The target audience

are farmers, youth, locals, visitors, forest owners, municipalities, services. The goal is to create awareness in the public mind about the status of the Baltic Sea and provide the means to improve it, the method of communication is the e-handbook in the form of a website, the time to communicate this will be when all the data is ready for the public and the place of communication is the internet.

The target audience has been chosen as the farmers, municipalities, forest owners, services and youth as they have the maximum impact on the economy and ecosystem. The goal to create awareness is important as the state of the Baltic sea is deteriorating at a fast pace and will not be improved unless steps are taken. The e-handbook is in the form of website as the website and blogs are very interactive and dynamic forms of social communications. The website can only be launched when all the relevant information is available there. The place chosen is the internet as millions of people from different countries can access the internet all at the same time, something impossible by any other means.

The end result has been achieved through a development process of planning, doing, checking and acting. The cycle has been repeated many times to make sure that the end result is as good and efficient as required. The website as well as the thesis has been improved time and again through the feedback received from the supervisors, CBWP partner institutes and colleagues. The whole focus of the e-handbook are the target groups and how to communicate the objectives of the CBWP to all these target groups.

The thesis has gone through a long process to improve the customer experience and the website layout. That has only been possible through good internal communications and strategic planning. With all the tools provided so far, the website has been planned and developed to the best of our knowledge and capacity. The planning and drafting of the e-handbook has taken many interesting and unexpected turns before it was completed.

12 FINAL WORDS

Before I began the thesis I had thought in a very idealist way about protection of the environment. But this thesis has made me realise that there is no easy and fast formula to reach people except in the normal means of marketing, like any other service or product. I have learnt how to market something as intangible as the environment in a plausible manner. I have also learnt how to make a website from scratch. It has looked easy sometimes but quite challenging while implementing.

I have been working for the CBWP approximately 6 months but in making this thesis project I have learnt a lot of small details about the objectives, aims and research of the CBWP. The needs of the customers are changing and the marketing concepts need to change with the times. The problems of the Baltic Sea have made me realise how dynamic the environment is and the problems of the present are not same as the past. This has been a great opportunity for me to think outside the box.

12.1 Limitations.

I would think it has been a great challenge for me to undertake this thesis project. When there are so many stakeholders in it, it is difficult to get a good cohesive end product unless everyone co-operates, as it happened in the workshop. The topic is so vast that I need to be careful about what information is on the website. I have a good background and adequate knowledge on this topic still I feel inadequate to be an expert and give my opinion on the website. Since there are already many similar websites it can be tough to make a unique website.

There has been some limitations in this thesis. Initially it was meant to be a more traditional one where the case interviews would have been conducted and data gathered. But, due to time restraints the data was gathered by means of observation and participation in the workshop. The thesis was planned differently in the beginning and it was meant to be the making of the entire website. But the CBWP partners were not ready with the content and so the whole thesis changed from making of the website to planning and drafting the website.

12.2 Further study.

The whole website could have been different if I had any background in computers and coding. I could only use beginner's friendly tools and simple applications to make the website. I feel I need to involve myself in computer related courses such as video editing, photoshop and coding to improve knowledge for marketing and media.

The website is going to be completed on a future date when the content is ready. Another student could take it up, further study the market and change some of the parts of the website. In the future there will be more features in website development considered more cool and the student could incorporate those into the website as well. Right now the website has very broad target groups all included in the sub-menus. It will be interesting to see if it will be possible to target each segment separately for better results.

All in all, it has been a very rewarding experience. Everyone in my family has a background in computer sciences but they are working in different fields. And I with a background in pure biological science and then business have taken the step of setting up a basic simple website. Last year I made a blog for another topic and this year a website. Since these are all self-taught it makes me feel confident that I can do similar and more challenging projects in the future.

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APPENDIX 1

